



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 103087

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1904/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 10/01/12  
**Last Modified** 10/01/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07909311  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,790.00  
**Net Total** \$66,810.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	41	\$64,400.00
Nov. 2012	8	\$14,200.00
<b>Grand Total:</b>	<b>49</b>	<b>\$78,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5A- 5:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	5A NEWS	10/1/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:57A- 7A (EST)	1		X	X	X	X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6A NEWS	10/1/12
3.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7A- 8A (EST)	2		X	X	X	X			2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	10/1/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8A- 8:55A (EST)	2		X	X	X	X			2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/1/12
5.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	4:58A- 6:56A (EST)	1						X		1	\$400.00	\$400.00	WBNS-TV (WBNS)	SAT AM NEWS	10/1/12
6.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8:58A- 10:30A (EST)	1							X	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS SUNDAY MORNING	10/1/12
7.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8:58A- 9:55A (EST)	2		X	X	X	X			2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	KELLY	10/1/12
8.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9:58A- 10:55A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	DEAL	10/1/12
9.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10:58A- 11:57A (EST)	3		X	X	X	X			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	TPIR	10/1/12
10.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:58A- 12:30P (EST)	3		X	X	X	X			3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
11.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:30P- 2P (EST)	3		X	X	X	X			3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	SOAPS	10/1/12
12.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	2P- 3P (EST)	3		X	X	X	X			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	THE TALK	10/1/12
13.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3P- 3:55P (EST)	3		X	X	X	X			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	PHIL	10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Account Types** National/Political  
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14.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3:58P- 5P (EST)	3		X	X	X	X			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	OZ	10/1/12
15.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:58P- 7:30P (EST)	3		X	X	X	X			3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	JEOPARDY	10/1/12
16.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7:30P- 7:57P (EST)	3		X	X	X	X			3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	WHEEL	10/1/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	9P- 10P (EST)	1	X							1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	2 BROKE GIRLS/MIKE	10/1/12
18.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	7:57P- 9P (EST)	1					X			1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	CSI NY	10/1/12
19.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8P- 9P (EST)	1							X	1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	AMAZING RACE	10/1/12
20.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	9P- 10P (EST)	1							X	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	GOOD WIFE	10/1/12
21.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:35P- 12:37A (EST)	1		X	X	X	X			1	\$800.00	\$800.00	WBNS-TV (WBNS)	LETTERMAN	10/1/12
22.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8A- 8:55A (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/1/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8:58A- 9:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/1/12
24.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:58A- 12:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
25.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	2P- 3P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE TALK	10/1/12
26.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	3:58P- 5P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	DR OZ	10/1/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

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27.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:30P- 7:57P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	WHEEL OF FORTUNE	10/1/12

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